








<b>Regular 25c Jars</b> <b>"Mum," 14c</b>  THIS COUPON and 14c for regular 25c jars of "Mum," for perspiration. (8)	<b>Men's \$4 Genuine Panama Hats</b> <b>\$2.19</b> Men's Genuine Panama Hats, perfect quality, trimmed with heavy black silk band, leather sweat band and oil silk perspiration shield. In alpine, telescope, diamond shapes, with dipped tip and staple shape crowns, with surf or pencil curl brims.	<b>1-lb. Cans Talcum Powder, 7c</b>  THIS COUPON and 7c for one-pound cans of Vio-let Talcum Powder. Sold regularly at 15c. (8)	<b>Regular 5c Cakes Ivory Soap 2 Cakes, 5c</b>  THIS COUPON and 5c for two regular 5c cakes of Ivory Soap. (8)	<b>Store Hours: Open at 8:45 A.M.; Close at 5:30 P.M.</b> <b>"IT PAYS TO DEAL AT GOLDENBERG'S"</b> <b>Goldenberg's</b> <b>BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"</b> <b>FUR STORAGE—Put your furs away in our cold storage vaults. Lowest price—2% of valuation.</b>	<b>Regular 59c Fountain Syringes, 33c</b>  THIS COUPON and 33c for Two-Quart Fountain Syringes: good quality gray rubber; complete with five feet tubing and five feet rubber pipes. (8)	<b>Regular 50c Rubber Gloves, 25c</b>  THIS COUPON and 25c for Rubber Gloves, for house-hold use; superior quality rubber; warranted perfect. (Toilet) (8)	<b>Iced Tea Glasses 6 for 19c</b>  With This Coupon Only Crystal Glass Iced Tea Glasses, in the popular colonial shape. Large size, clear quality. Sold regularly at 30c. Challenge Sale price, 19c a half dozen. (8)	<b>Regular 10c Sacks Sea Salt 5c</b>  THIS COUPON and 5c for regular 10c sacks of Sea Salt, for the bath. (8)
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# Challenge Sale

**Women's 69c Silk Gloves 50c Pair**

Women's 12-button-length Silk Gloves, of superior quality silk, in popular mousquetaire style. Black or white. All sizes.

Three sales are held at Goldenberg's—Semi-Annual Rummage Sale, the wonderful once-a-month Coupon Sale and our twice-yearly CHALLENGE SALE—the last named the banner sale of them all. These events have never been successfully imitated, simply because we have kept up the reputation of wonderful bargain-giving for these sales at all times. It takes more than a name to make a sale successful.

Our twice-yearly Challenge Sale takes place tomorrow. The values are unprecedented.

There is little need for us to tell you of the higher costs of everything these days—yet, notwithstanding these conditions, you will find prices LOWER THAN EVER BEFORE. Read the ENTIRE ADVERTISEMENT, as EVERY item is a bargain item.

However, some of the quantities are limited. We limit these purposely, so that dealers may not take advantage of them. As usual, our Challenge Sale continues for several days. Be prepared for wonderful surprises each day.

**No Mail or Phone Orders Filled**

## The Challenge Sale's Supreme Effort-- Women's New Spring Suits

Values Worth Up to \$25.00 at **\$8.75**



These are NOT the usual "sale suits," sold at similar prices. In fact, they are not "sale suits" at all, but New, Fresh, Well Tailored Suits worth up to \$25.00. They are fashioned of all-wool materials, have good linings and trimmings, and come in a large assortment of colors. All sizes—not remnants.

Five hundred New Spring and Summer Suits on sale tomorrow for the first time—not a suit in the lot worth less than \$19.75, and the majority are regular \$22.50 and \$25.00 values.

This Challenge Sale of Women's Suits has been carefully planned—all our immense resources brought into play to create the greatest bargain offering in our history. Without a doubt this is the finest collection of Suits and the biggest values ever offered at anywhere near the price.

### THE MATERIALS.

Silk and Poplin Combination Suits.  
Silk and Serge Combination Suits.  
Silk and Gabardine Suits.  
White Serge Suits.  
New Plaid Suits.  
Shepherd Check Suits.  
French Serge Suits.

All sizes for misses and women. Challenge Sale price, \$8.75.

### THE STYLES.

Nobby Sport Suits.  
Chic Trimmed Suits.  
Smart Flare Suits.  
Stylish Belted Suits.  
Russian Blouse Suits.  
New Embroidered Suits.  
Plain Tailored Suits.  
Pretty Novelty Suits.

### THE COLORS.

Navy.  
Black.  
Reseda.  
Brown.  
Gray.  
White.  
Tan.  
Copenhagen.

### The Challenge Sale of Small Wares

Good Quality White Basting Cotton, Spool, 1c  
(Limit, six spools to buyer)  
Dressmakers' Guaranteed Steel Shears, the "Ivy" brand, 7-inch size only. Regularly \$1.00 pair. 49c  
Kleiner's Sanitary Rubber Sheet, three-quarter yard squares. Sealed cartons. 17c  
Boys' Pants Bands, strongly made; extra loop fasteners; regular 10c kind. 5c  
Embroidered Wash Trimmings, Bandings and Edgings, in dainty colored, embroidered effects; four and six yard pieces. Regularly 15c and 19c. 10c  
Shell Hatpins, tortoise shell and amber finish; crimped and loop styles; half dozen in box; sold regularly at 10c. Two boxes for 9c  
Good Quality White Pearl Buttons, dozen on card; sizes 14 to 22 ligne; for children's wash dresses, underwear, etc.; 3c to 5c values. Card. 1 1/2c

### Shopping Bags And Handbags

Twine Shopping Bags, large size; strongly made; double-riveted handles; black or brown. Challenge Sale price. 14c  
Women's Handbags, good quality leathers; stylish shapes; well made, with purse and mirror fittings; many of the regular \$1.00 values. Challenge Sale price. 59c

## No Store Can Meet This Wonderful Challenge Sale of \$1.50 36-In. Chiffon Taffeta Silks At 89c a Yard

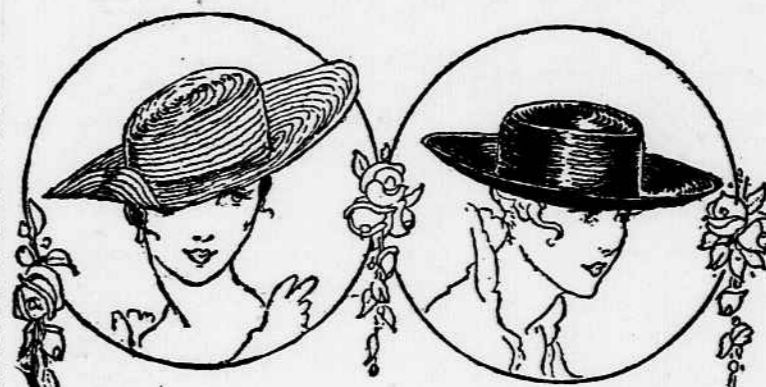
A price on these Fashionable Chiffon Taffeta Silks that is all the more sensational when you stop to consider the soaring cost of all silks.

This is a Standard Quality Pure Dye All-Silk Chiffon Taffeta, with soft tissue finish of extra heavy weight and beautiful luster. Comes in a complete assortment of shades, including:

White	Ivory	Black	Changeable Effects
Cel	Old Rose	Gray	Light Blue
Nile	Lavender	Wistaria	Ashes of Rose
Cornstalk	Tan	Mais	Corn
Russian Green	Reseda	Made	Plum
Golden Brown	King's Blue	Copenhagen	African Brown
Navy Blue	Pink		

The regular \$1.50 Quality Chiffon Taffeta Silks in tomorrow's Challenge Sale at 89c a yard.

## A Price for Finest Millinery That Challenges Comparison New Untrimmed Hats Worth Up to \$2.50, at 88c



**\$3.50 Untrimmed Hats, 98c**  
Large, Dressy Untrimmed Hats of Tuscan straw, with wide insertion of Tuscan lace, in luscious color.

**Trimmed Sailors and Sport Hats, Worth Up to \$4.00, at \$1.98**  
Very Fine Quality Trimmed Sailors and Sport Hats, with stiff or soft crowns, in black, natural and black, with green or old rose edge and trimming.

**\$2.00 Panama Hats, 69c**  
Panama Hats, in small and medium sizes, of excellent quality—in shapes suitable for misses, children and ladies.

**\$3.50 Sport Hats, \$1.65**  
Stylish Sport Hats, of colored lemons, in the newest mushroom shapes. Come in old rose, green, chartreuse, navy, black and white, with trimmings of wide band and bow of ribbon to match binding of hat.

Hats Trimmed Free of Charge.

All entirely new summer shapes, in fine quality hemp braids, including Large and Medium Size Hats, in black or white. Fine, firm qualities—in styles suitable for dress, tailored or sports wear.

These beautiful new untrimmed shapes, actually worth up to \$2.50. In the Challenge Sale at 88c each.

**Two Specials in Flowers**

**Wreaths of Fine Flowers**, in prettiest shades, including various kinds of roses, blossoms and field flowers. All colors. Worth up to 75c. Challenge Sale price. 25c

**Fine Flowers of many kinds**, including Roses, Foliage and other flowers, in all the best shades. Values worth up to 50c. Challenge Sale price. 15c

Millinery Dept.—Second Floor.

## A Challenge Sale That Will Create a Stir--- Women's and Misses' \$5, \$6 and \$7 Wash Dresses and Frocks



Choice **\$2.95**  
at ..... \$2.95

Due to the co-operation of two of New York's leading wash dress makers we are able to provide values that establish a new record for so early in the season.

There are 700 dresses in the lot, comprising the samples and surplus stock, which we offer at just about the cost of the materials and trimmings.

A wealth of materials and styles for your selection, including the following:

New Plaid Voiles, Awning and Blazer Striped Voiles, Linens, Tissues, Zephyrs, Corded Voiles, Plain and Embroidered Lingerie, Figured, Corded and Colored Embroidered Voiles, Ratines, Etc.

There are Sport Dresses, Russian Blouse Dresses, Tunic Dresses, French Dresses—in fact, the assortment is so varied you are certain to find just what you want.

All the leading colors and combinations, in all sizes for misses and women.

## Imported Mercerized Poplins

At a Challenge Sale Price You Won't See Equalled

**35c Quality 16c yd.**  
at ..... 16c yd.

This Splendid Quality Imported Yarn Mercerized Poplin is full 27 inches wide; a grade of exceptional beauty and durability. In plain colors, with stylish hemstitched stripes—a very rich satin-face grade that is mercerized in the yarn, thus assuring permanency of finish.

Colors are warranted fast. The assortment includes white, black, navy blue, gray, brown, etc. Challenge Sale price saves you more than half—16c a yard, instead of 35c.

**27-INCH MERCERIZED PONGEE LINEN**, guaranteed 50% pure linen; colors warranted absolutely fast; the assortment includes white, black, old rose, wistaria and lavender. Regular price, 35c yard. Challenge Sale price. 18c

**36-INCH STRIPE TUB SILK**, an extra fine silk and cotton quality, with rich deep luster. In blue and white stripes. Washes perfectly. Regular price, 35c yard. Challenge Sale price. 19c

**27-INCH RATINE SUITINGS**, a very desirable cotton fabric, for suits, dresses and coats. In a large range of colors and evening shades. Colors guaranteed standard dye. Regular price, 18c yard. Challenge Sale price. 7 3/4c

**27-INCH SPORT STRIPE SUITINGS**, in the stylish new crepe cloth; white grounds with black awning stripe, also the neat black pencil stripe. Regular price, 25c yard. Challenge Sale price. 12 1/2c

**36-INCH IMPORTED COSTUME SILKS**, the highest grade silk and cotton fabric; shown in this season's most stylish effects; white grounds with white satin jacquard and neat colored printed designs over the surface. A most effective, exclusive novelty silk. Worth 50c yard. Challenge Sale price. 25c

## Note These Big Savings on Wanted Housefurnishings

 <b>\$3.00 Nursery Refrigerators</b> with galvanized iron lining and nickel-plated faucet; oak "or white japanned; good size. <b>\$1.98</b>	 <b>50c Alcohol Cooker Sets</b> —1 tin covered saucepan and can of solid alcohol with holder. <b>17c</b>	 <b>\$1.50 Seamless Aluminum Lipped Saucepan Sets</b> —three saucepans, 1 1/2, 2 and 3 quart sizes; quality guaranteed; for..... <b>79c</b>	 <b>Porter's Mortised Extension Frame Window Screens</b> , with steel centers and patent slides; 24 inches high, open to 33 inches. Challenge Sale price. <b>19c</b>	 <b>Four-quart White Mountain Ice Cream Freezers</b> , triple motion; easiest and best. Challenge Sale price. <b>\$2.39</b>
 <b>Extra Quality Lawn Mowers</b> , 14-inch size; sharpened and set ready for use. Worth \$3.00. Challenge Sale price. <b>\$2.09</b>	 <b>75c Cut Glass Sugar and Cream Sets</b> as illustrated. <b>37c</b>	 <b>\$1.25 Heavy Tin Wash Boilers</b> with wood handles and one-piece covers; largest No. 9 size. <b>89c</b>	 <b>75c Heavy Tin Bread or Cake Boxes</b> , rolled-top style; good size; strongly made; white only. Challenge Sale price. <b>38c</b>	 <b>Standard Apron Gingham</b> , in blue, brown and green checks. Fast colors. Worth 8c yd. Challenge Sale price. <b>5 3/4c</b>

### 25c Shirting Madras

At a New Challenge Sale Price of **12 1/2c**

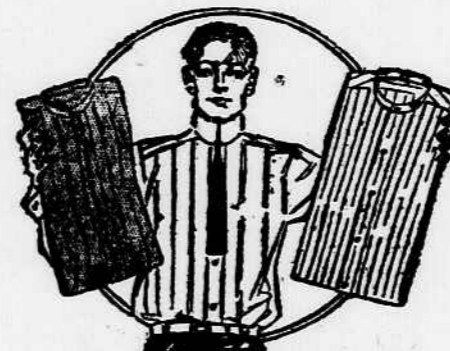
32-inch-wide Imported Shirting Madras, in white grounds with neat colored stripes, checks, figures and dots. Extra fine, close-woven, soft-finish quality, for men's shirts, boys' waists, women's house dresses and children's wear.

Standard fast-color dyes—absolutely warranted.

**Standard Apron Gingham**, in blue, brown and green checks. Fast colors. Worth 8c yd. Challenge Sale price. 5 3/4c

**27-inch Dress Gingham**, in a large assortment of new styles and colorings, such as stripes, checks, plaids, broken checks and plain colors. Extra fine, close-woven quality, for children's wear; also women's house dresses. Warranted fast colors. Worth 12 1/2c yd. Challenge Sale price. 8 3/4c

## A Sensational Challenge Sale of Men's 50c and 75c Shirts At 35c



This is a very small price to pay for such excellent shirts, and every man who wants to practice economy should be on hand tomorrow to secure a goodly supply for summer.

Neglige Shirts of percale, chambrays and mercerized cloth, in a large assortment of new, desirable patterns. Mostly stiff-cuff styles. All sizes, 14 to 17. Full cut and well made shirts that cannot be equalled for less than 50c and 75c elsewhere. In the Challenge Sale at 35c each.

**Men's \$3.00 Silk and Linen and Crepe Shirts**, guaranteed fast colors; soft turnback cuffs; neat stripes, three colored stripes and broad bar stripes. Challenge Sale price. **\$1.55**

**Men's 35c Balbriggan Underwear**, shirts with French neck and short sleeves; angle-length, double-seat drawers. Challenge Sale price. **17c**

**Men's Norfolk and New Brunswick Balbriggan Underwear**, shirts with flat welt neck; silk trimmed front and short sleeves; drawers with saten waist band, double seat and ankle length; all made with patented flat lock seams. Regular \$1.00 values. Challenge Sale price. **59c**

**Men's Pure Thread Silk Half Hose**, seamless or full-fashioned foot, in black, white and plain colors; also new fancy striped effects. Slightly imperfect. Values worth 50c and 75c pair. Challenge Sale price. **29c**

**Men's 75c Plaid Madras Athletic Union Suits**, full cut and perfect fitting garments, with closed crotch. Challenge Sale price. **41c**

**Men's 50c Genuine Poroknit Underwear**, short-sleeve shirts and knee-length drawers. Challenge Sale price. **29c**

**Men's Otis Underwear**, gauze cotton or balbriggan; white or ecru colors; shirts and drawers to match, in all sizes. Values worth 50c and 75c each. Challenge Sale price. **37c**

**Men's Athletic Union Suits**, of pajama check material; sleeveless or quarter-sleeve styles, knee length; made with variety patent closed crotch. Regular \$1.00 value. Challenge Sale price. **65c**

**Men's 50c Varsity and Stadium Athletic Underwear**, sleeveless or quarter-sleeve coat shirts; knee-length, double-seat drawers. Made with side straps. Challenge Sale price. **35c**